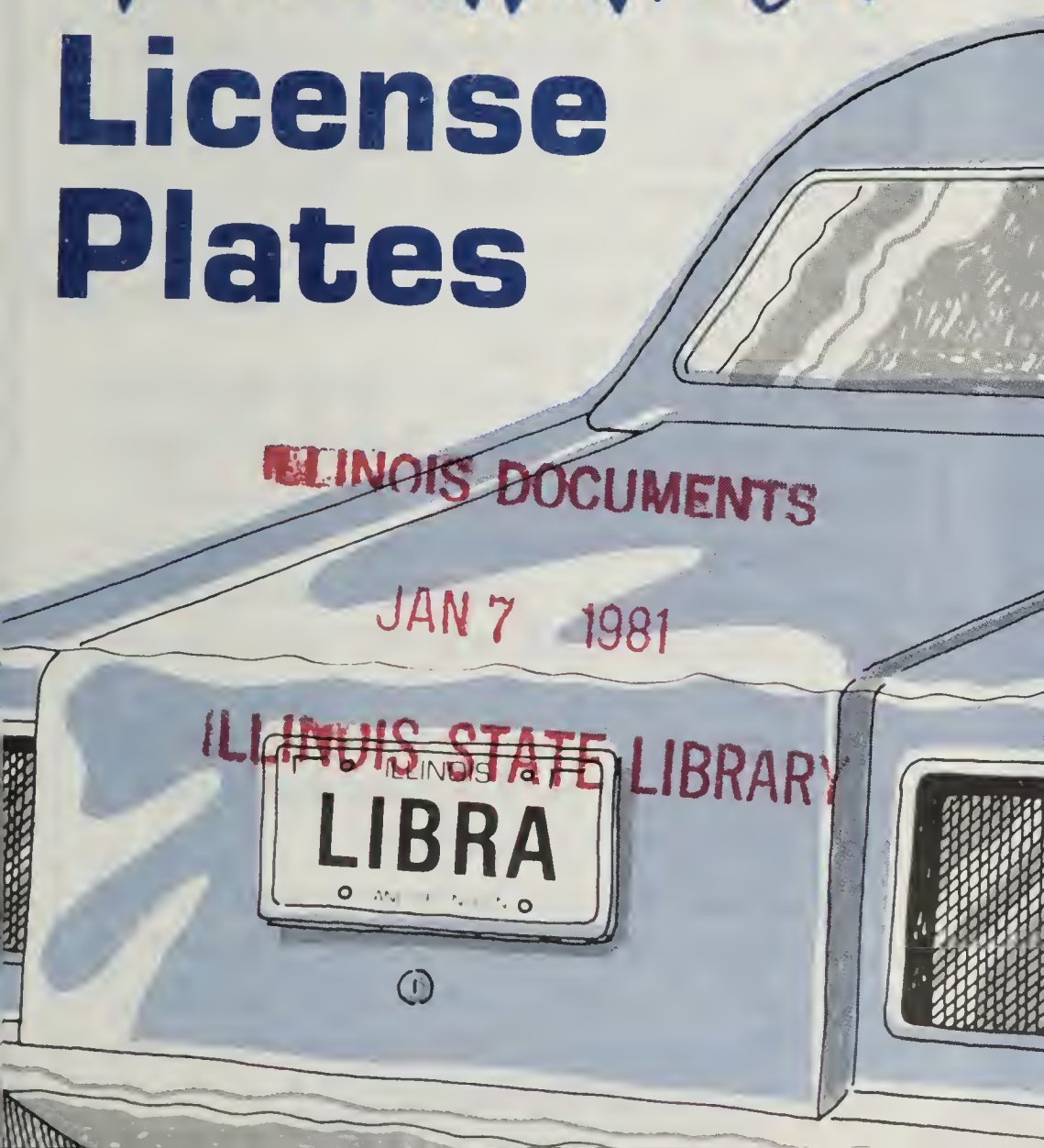
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Illinois *personalized* License Plates

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ILLINOIS MOTORISTS, owners of automobiles and motorcycles, you can now buy personalized, or "vanity" license plates, thanks to a new law that permits up to six letters for the first time in the State of Illinois driving history.

In three, four, five or six letters, you can have your first or last name on your plates such as SUE, HAROLD, DEBBIE, EDWARD, ISOBEL, or BROWN, WILSON, SIEGEL. If your nickname fits — LUCKY, TOOTSY, SHORTY, FONZIE, or SIS — you can use it.

Or use three-letter initials, such as ABC, RLR, ICU, or ZZZ.

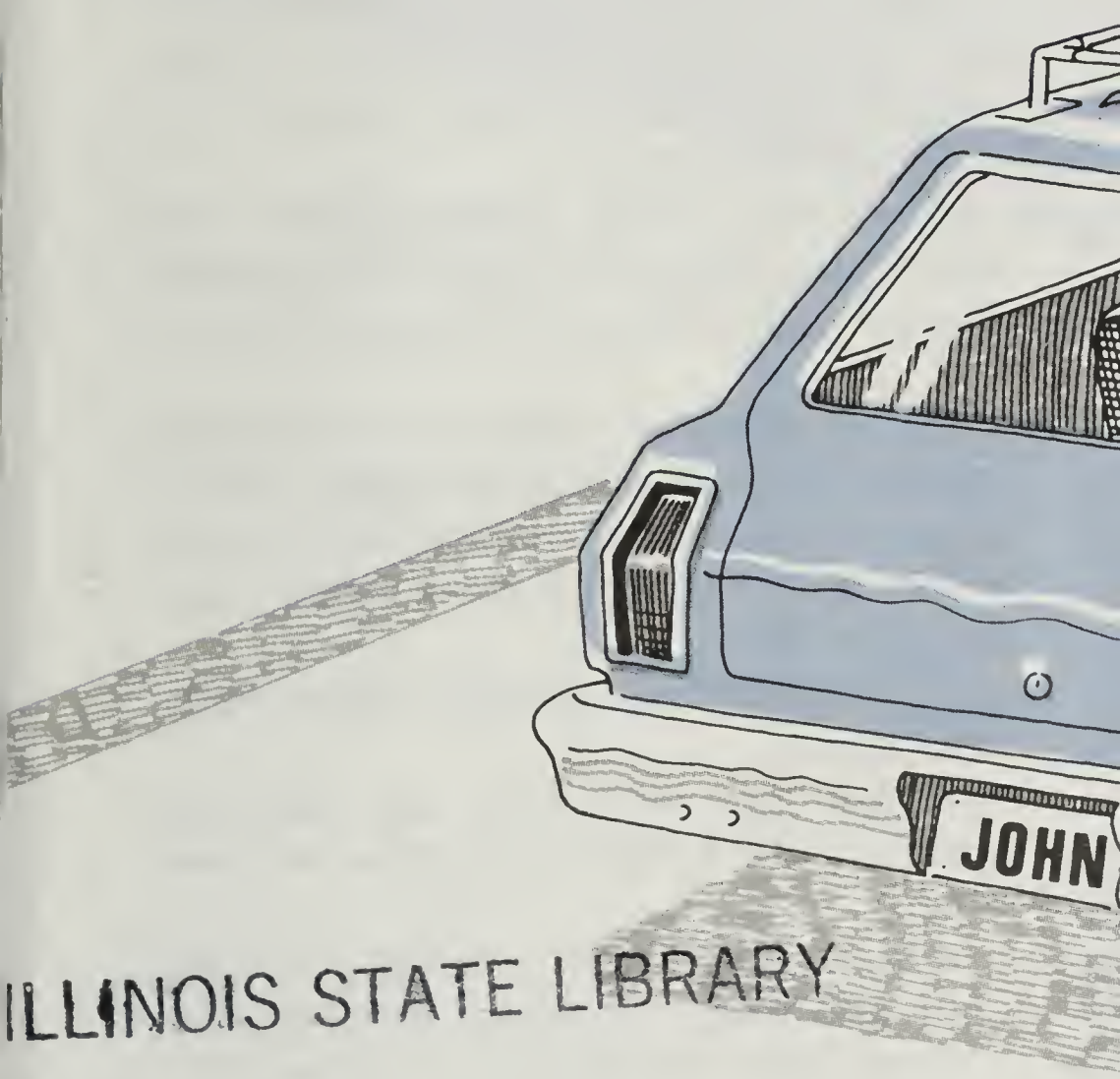
Or maybe you would rather have a word that you feel describes you, CHARM, SUAVE, FOXY, IRISH, ELITE, or PISCES, or proclaims your special interest, such as RUNNER, GOLFER, BOWLER, DANCER, ASTRO, DISCO, or ADMAN.

Or you can use your imagination to contrive a word such as ONDWAY, LUVBUG, NIZGUY, or DABOSS.

Or words that just appeal to you, such as CHAMP, WINNER, CUTIE, FRIEND, MADCAP, FLASH, HEART, LOVER, DREAMY. Letter combinations must be in good taste and decency.

The cost of your personalized plate is $50 for automobiles, and $25 for motorcycles, above the fee of your annual license. This extra money pays for the cost of the program so motorists who do not want special plates will not have to share the burden.

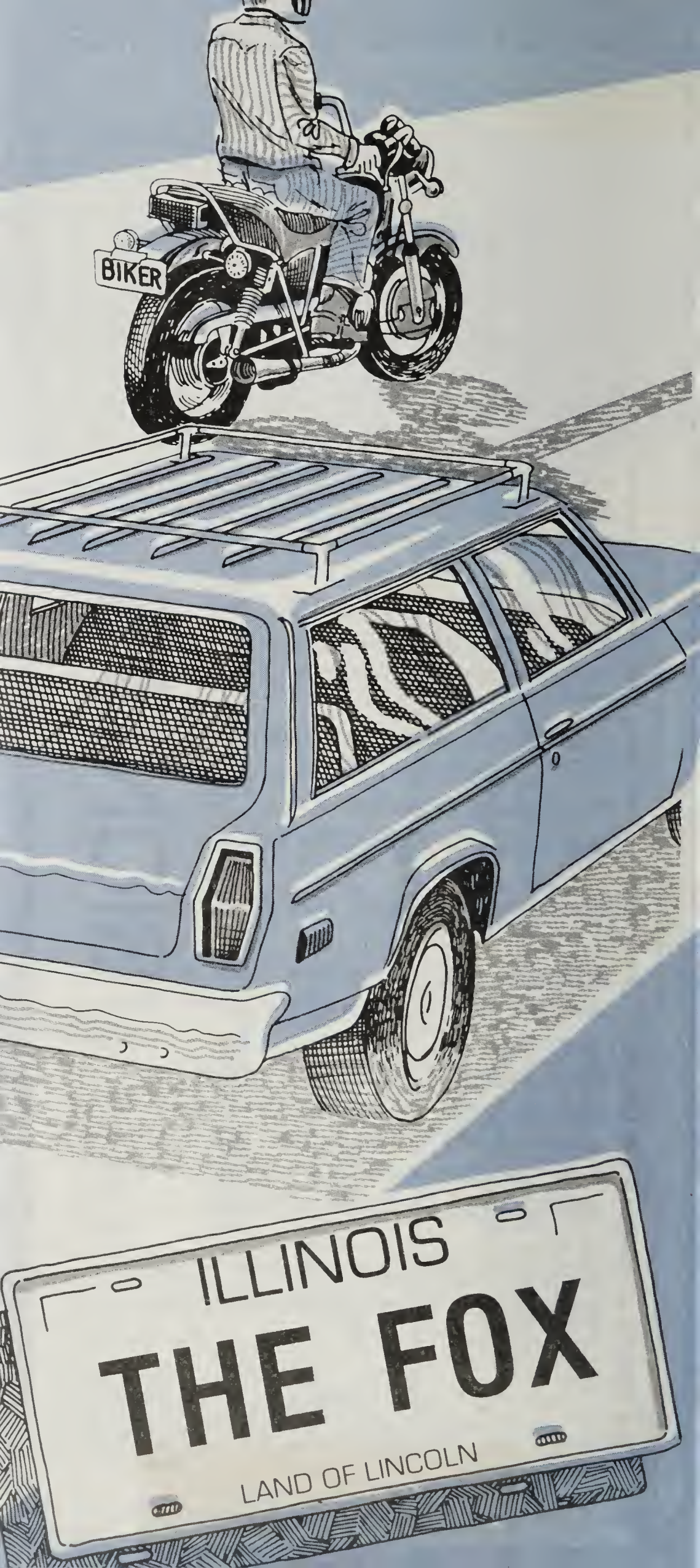
At renewal time each year, the personalized plate will cost an extra $10 to bear the expense of special handling.



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Personalized license plates are available at the Secretary of State's office in Springfield. So apply today. Fill out the detachable application and send it to:

SECRETARY OF STATE
SPECIAL LICENSE DIVISION
CENTENNIAL BUILDING
SPRINGFIELD, ILLINOIS 62756


BIKER
ILLINOIS
THE FOX
LAND OF LINCOLN

ILLINOIS

PERSONALIZED LICENSE PLATE REQUEST FORM

NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PRESENT LICENSE PLATE NUMBER _____ PHONE _____

1ST CHOICE

2ND CHOICE

3RD CHOICE

MAIL TO:

Secretary of State
Special License Division
Centennial Building
Springfield, Illinois 62756

DO NOT SEND PAYMENT AT THIS TIME

S 1129 00250 9487

TO: ILLINOIS MOTORISTS

FROM: ALAN J. DIXON

When I was campaigning for the Office of Secretary of State, citizens from every part of the state told me that Illinois should have a "vanity" license plate program.

We now have the program and we invite you to participate.

Maybe "vanity" is an inappropriate word to identify this program. I think that personalized license plates is a more appropriate term.

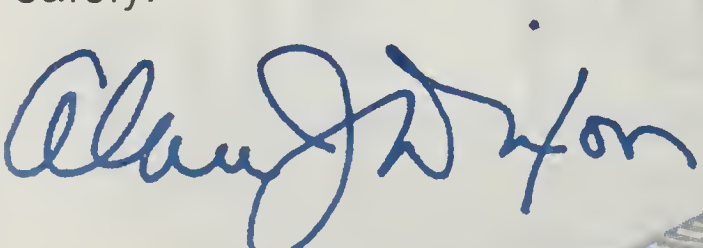
If we sell 25,000 special plates, we will add a million dollars to the Illinois Road Fund. But nobody is required to buy.

If your name is SMITH or JONES and you want it on your license plate . . . Or if you want to root GOSOX or make up a message to the world in six letters, you can do it if:

1. The plate you want is not already taken, and
2. You are willing to pay the $50 premium and $10 a year extra at renewal time.

If you would rather not pay the extra cost and keep whatever number you already have, nobody will try to sell you. The premium for a special plate is not a tax, but an extra fee for a special service.

Whether your license plate is custom made or off the shelf, honor it by driving safely.



ALAN J. DIXON
Secretary of State